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## MEASURING SUCCESS WITH FACEBOOK INSIGHTS



Irish Life



# HOW DO YOU KNOW IF YOU ARE BEING SUCCESSFUL ON FACEBOOK?

Facebook Insights is a useful tool to let you know how well your page is performing. In this eBook we'll look at how to find out more about your page, the content you post and the people you are reaching.





## WHAT SHOULD YOU MEASURE?

It's a good idea to set up a regular measurement schedule. Decide if you will record your statistics once a week, once a month or less frequently. How often will you do a deeper analysis on your statistics.

I'm going to show you the key statistics to measure and how to find them. Before you start you need to identify the key statistics that matter to you.

These will change dependant on the stage of your Facebook marketing that you are at and the goals of your campaign.

**If you are just starting out on Facebook you'll want to keep an eye on:**

### AUDIENCE GROWTH

- How many people like your page
- How many people who like your page fit into your target market
- How many people are engaging with your page

**As your page grows you'll be more interested in:**

### AUDIENCE ENGAGEMENT

- How many people are you reaching with your posts and page
- How many people that you reach fit into your target market
- How many people are reacting to your posts
- How many people are commenting on your posts
- How many people are sharing your posts

**Finally, to measure the impact you are having you'll need to know:**

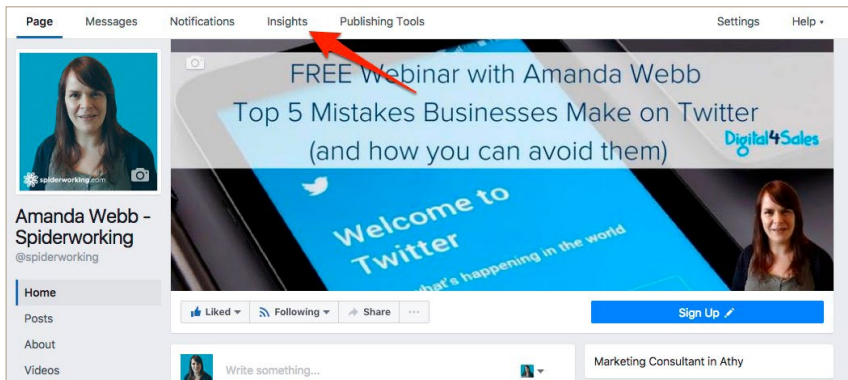
### HOW MANY PEOPLE ARE CLICKING LINKS TO YOUR WEBSITE

- How many people are clicking your CTA button
- How many people are clicking your contact information

# HOW TO FIND FACEBOOK INSIGHTS

To access Facebook Insights you need to have at least 30 Likes on your page. This restriction is designed to protect the data of your Facebook audience.

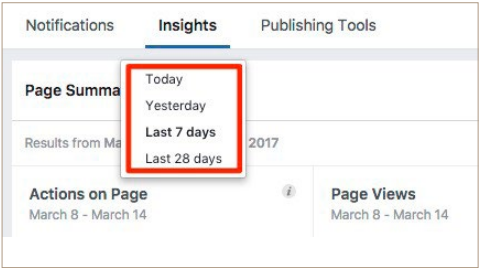
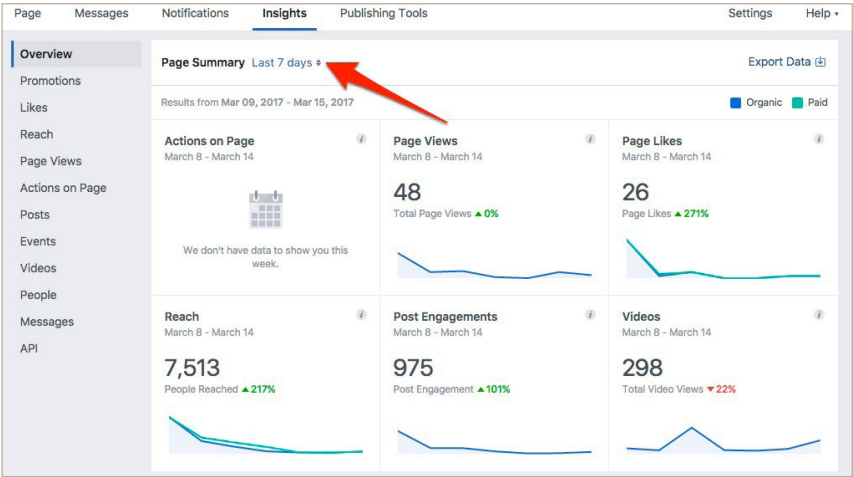
If you have 30 Likes you will find your Insights by clicking the Insights tab at the top of the screen.



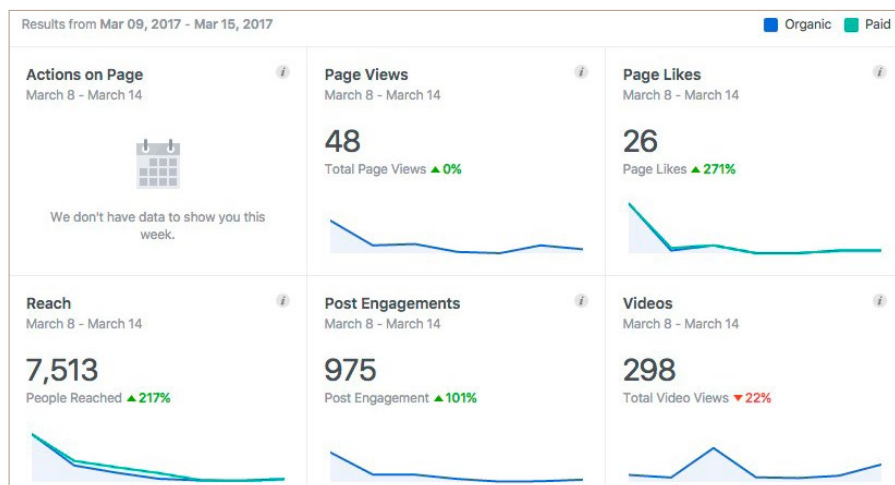
This brings you to a summary page displaying headline statistics for the last 7 days.

You can customise this view to see statistics for the last 28 days, yesterday or today.

Click 'Last 7 Days' at the top of the page to choose the time period you want to analyse.



# SUMMARY STATISTICS



- Actions on Page - This refers to clicks on your Call To Action button or contact information
- Page Views - This is the number of times your page or a section of your page was viewed
- Page Likes - This is the number of people who have Liked your page
- Reach - This refers to the number of individual people that have had a post from you appear in their newsfeed
- Page engagement - The number of times people have engaged with your posts
- Videos - The number of times videos on your page have been viewed for 3 seconds or more

Organic statistics highlighted in dark blue and paid in dark green.



Scroll down and you to find information about your most recent posts. We'll delve deeper into posts later on.

# PAGES TO WATCH

Below this is 'Pages To Watch'. This is a useful feature that lets you benchmark some key statistics against those from your competitors.

You can include up to 6 pages here.

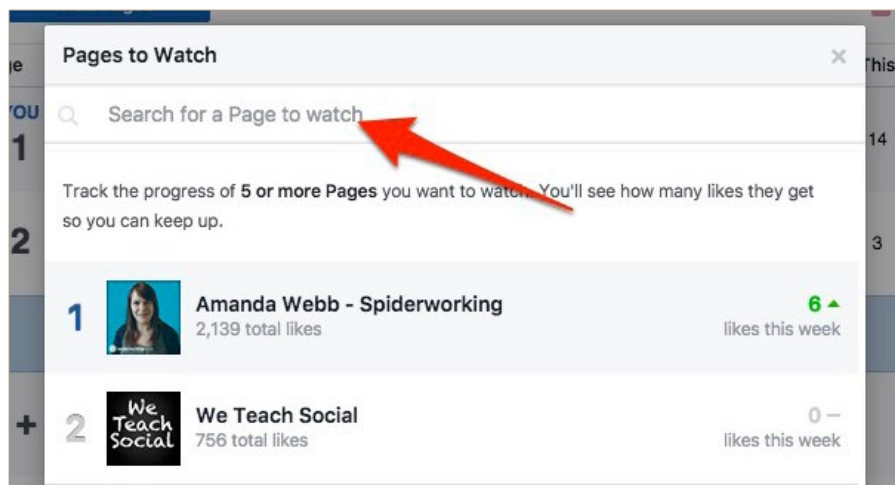
As you can see below you can compare 'Total Page Likes', the increase or decrease in Likes from the previous week, The number of posts published in the last week and the engagement in the last week.

Pages to Watch					
Compare the performance of your Page and posts with similar Pages on Facebook.					
<div>Add Pages</div>			<div>Reactions, Comments &amp; Shares</div>		
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week	
<div>YOU</div> <div>1</div> <div></div> <div>Amanda Webb - Spiderwo..</div>	2.1K <div></div>	<div>▲0.3%</div>	14	108 <div></div>	
<div>2</div> <div></div> <div>We Teach Social</div>	756 <div></div>	<div>0%</div>	3	0	

Facebook will suggest pages to watch or you can add your own by clicking 'See More Suggested Pages' and using the search bar to find a page to add.

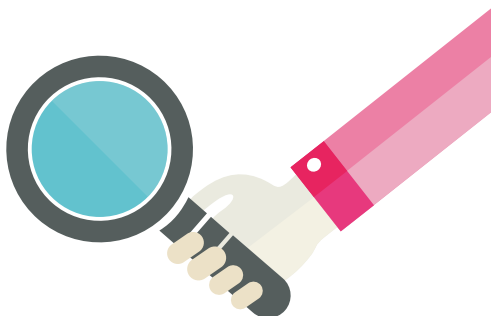
+		Flashforward Communic...	We train your staff to create engagi...	233		Watch Page
		Bizmart	www.bizmart.ro Concepte creative ...	1.8K		Watch Page
See More Suggested Pages						





On the left-hand side of your Insights page you can access more detailed statistics.

In this eBook we're going to focus on Reach, Actions on Page, People and Posts



# UNDERSTANDING REACH

Post reach is a statistic business owners tend to focus on. When you look at posts on your Facebook page you'll see a number underneath. This represents the number of people who have been served your posts. This means that your post will have appeared in their newsfeed.

Click 'Reach' on the left-hand sidebar to find out more about the reach of your page and your posts.

Data on the 'Reach' tab is automatically set to display data for the last month. You can change this by selecting 1 week (1W) or 1 Quarter (1Q) at the top of the page.



You can also specify your own date range by selecting a start and end on the right-hand side of the page.



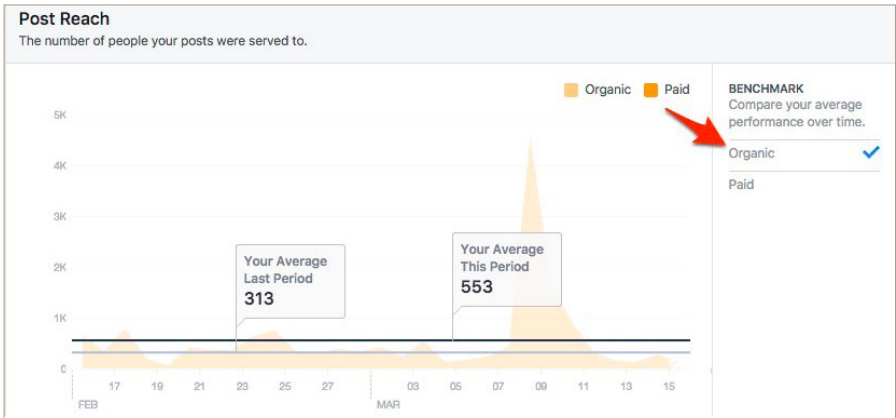
Below this section there is a graph displaying your pages Post Reach. The light orange graph represents your organic reach the dark orange represents your paid reach.

Click on a peak to see more information about the popular posts on that day.

Click the 'Organic' or 'Paid' buttons on the right-hand side to view each separately.



Selecting one of these options gives you a benchmark that displays your average organic reach for this period compared to the previous period.



# REACTIONS / COMMENTS / SHARES

Scroll down and you'll find information on the Reactions, Comments and Shares that you have received on your posts.

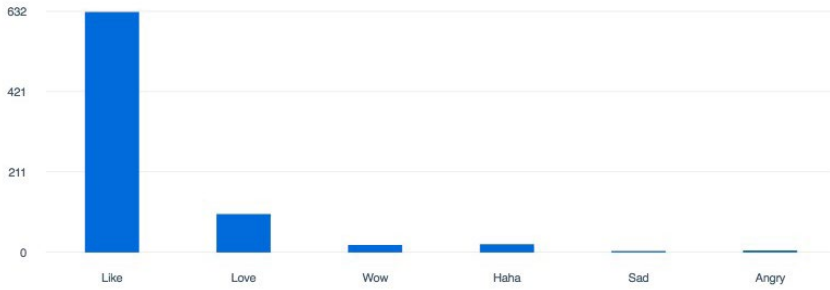
The top graph breaks down interactions into 'Reactions', 'Comments' and 'Shares'. Click on a peak to see more detailed information about the activity that day.

Select an option on the left-hand side menu to highlight a specific type of interaction.



## Reactions

Likes and other ways people react to your Page posts.

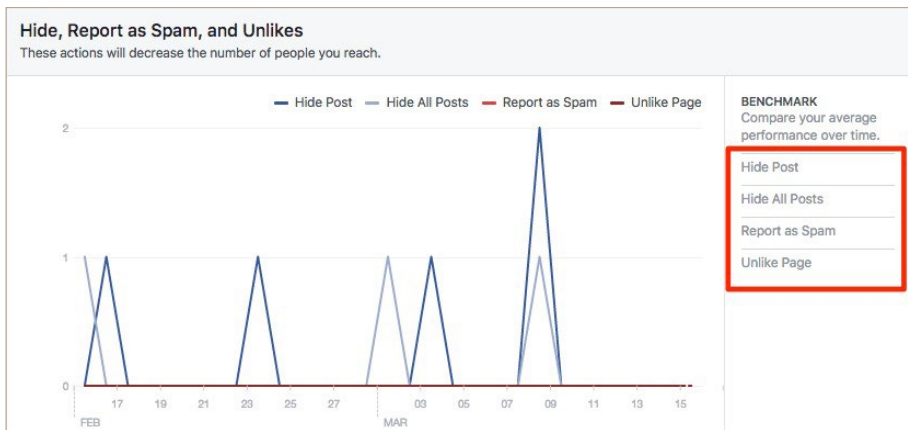


Reactions have replaced the post like button. Users can choose between 'Like' 'Love' 'Wow' 'Haha' 'Sad' and 'Angry' when they interact with your post. You can see an overall graph for these and a breakdown into each reaction.



# NEGATIVE FEEDBACK

Scroll down again and you'll find one of the most important sections of your Insights. Hide, Report as Spam, and Unlikes shows you the negative feedback you have received on your page.



It is expected that you will get negative feedback from time to time but if you are getting more than one per every 500 people reached you need to look at your content strategy again.

Click on a peak to see more about the posts you created that sparked the negative feedback and click a type of negative feedback on the right-hand side to isolate statistics about it.

A decorative header featuring a yellow background with various social media icons in white and teal. The icons include speech bubbles, a person silhouette, a smiley face, a music note, a cloud, a plus sign, a star, a heart, a gear, a thumbs up, a mail envelope, and a plus sign. The icons are arranged in a cluster, with some overlapping.

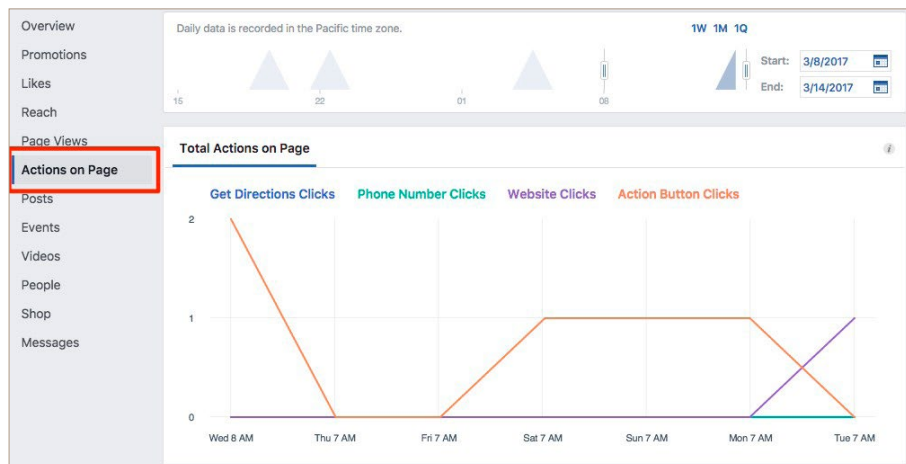
## TOTAL REACH

The final section on this page is 'Total Reach'. This differs from post reach in that it includes not just the people who were served posts from your page but also anyone who visited your page, saw mentions of your page on Facebook or check-ins to your page.

Just like post reach you can isolate either 'Organic' or 'Paid' reach.

# ACTIONS ON PAGE

Click on the 'Actions on page' menu in the left-hand sidebar. This gives you more information about actions people have taken when they visit your page. This includes clicks on your CTA button, website link, phone number, or get directions.



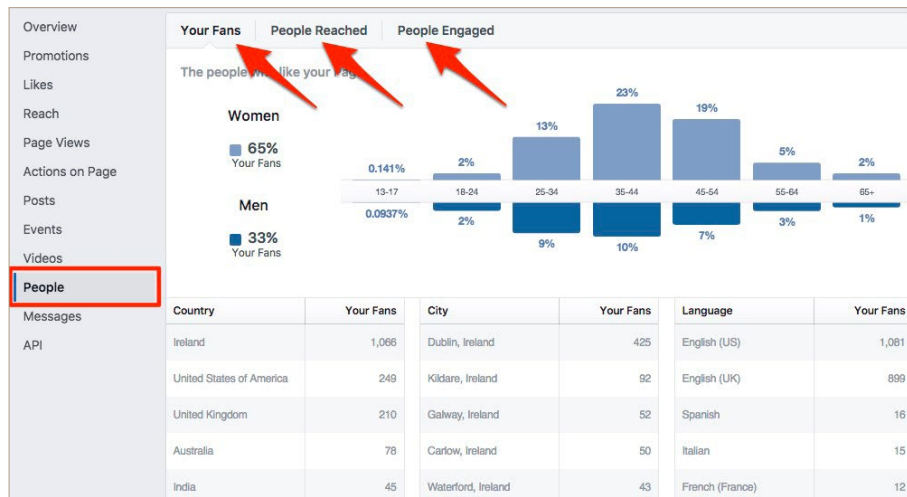
Scroll down and it will break down the audience who took this action by Age, Gender, Location and Device.



# PEOPLE

This tab shows you more about your audience. You can see data on 'Your Fans' the people who like your page, 'People Reached' the people who see your content in their feeds, visit your page or see you mentioned on Facebook, 'People engaged' the people who have interacted with your posts.

This is where you can ensure you are reaching the right people. Do they fit the profile of your ideal customer?



Statistics available are:

- Gender
- Age group
- Country
- City
- Language

Click the tabs at the top of the screen to view this data for each type of Facebook user.

On the pages for 'People Reached' and 'People Engaged' you can see how the audience compares to the people who Like your page.



The grey bar represents the people who Like your page and the blue bar relates to the people reached or engaged.

# POSTS

This menu shows you more granular information about your posts.

At the top of the screen you'll see a graph displaying the times that your audience were accessing Facebook for the last week.



Hover over a day of the week and you'll see the graph for that specific day.



There are two other tabs at the top of this page.

## POST TYPES

Shows you each type of post you have created and the average reach per post that falls into that category

## TOP POSTS FROM PAGES YOU WATCH

Displays content that has performed well on the pages you selected to watch.

Scroll down to look at post level data

# POSTS LEVEL DATA

Posts are displayed in chronological order. By default, the key statistics for Reach (organic/paid) and Engagement (Reactions, Comments & Shares) are displayed.

		Reach: Organic / Paid		Post Clicks	Reactions, Comments & Shares		
Published	Post	Type	Targeting	Reach	Engagement	Promote	
03/15/2017 12:07 pm	Are YOU The Key To Your Facebook Business Success?			69	6 4	Boost Post	
03/15/2017 11:18 am	OK so I've banged on about Lead Magnets a lot. I've even told you			91	6 0	Boost Post	
03/14/2017 3:45 pm	I remember when I started using Facebook ads. I was blown away			263	8 2	Boost Post	
03/14/2017 11:06 am	I love this. Are you spending your marketing time wisely in your busi			194	13 1	Boost Post	
03/13/2017 7:57 pm	Does Twitter really work for business? I'm doing a webinar showin			100	7 0	Boost Post	
03/11/2017 6:58 am	The Facebook 20% text rule is gone and that makes 'Grid Tool' fro			201	14 1	Boost Post	
03/10/2017 4:24 pm	Is it safe to post the same content on different sites? Maybe not... thi			220	23 4	Boost Post	
03/10/2017 9:30 am	Digital Coffee ☕ #FacebookLive including why Pinterest are the s			551	29 36	Boost Post	
03/09/2017 3:31 pm	"I hate it when I'm out socially and someone asks me what I do. I t			1.4K	45 17	Boost Post	

You can customise this view.

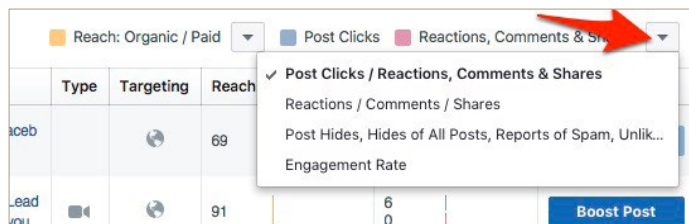
Click the drop-down menu next to the orange square to choose a new reach view.

		Reach: Organic / Paid		Post Clicks	Reactions, Comments & Shares	
Published	Post	Type	Targeting	Reach	Engagement	Promote
03/15/2017 12:07 pm	Are YOU The Key To Your Facebook Business Success?			69	6 4	<a href="#">Boost Post</a>
03/15/2017 11:18 am	OK so I've banged on about Lead Magnets a lot. I've even told you			91	6 0	<a href="#">Boost Post</a>

Select from:

- Reach (organic and paid combined)
- Impressions: Organic / Paid
- Reach: Fans / Non-Fans

To change the statistics for engagement click the down arrow next to 'Reach, Comments, Shares'



Choose from:

- Reactions / Comments / Shares
- Post Hides, Hides of All Posts, Reports of Spam, Unlikes
- Engagement rate

These menus give you a quick way to find information about specific posts.

To see even more detail, click a post from the table.



This shows you the post and data relating to the number of reactions of different types, comments, shares, link clicks, photo views and other clicks (these could be clicks on the page title, the time stamp or see more).

Post Details

Reported stats may be delayed from what appears on posts

Amanda Webb - Spiderworking

Published by Amanda Webb (?) · March 8 at 9:38am ·

To celebrate International Women's Day I spoke to 17 successful women about their morning routines.

Much has been said about the importance of our mornings but all of these women start it a different way. #shemeansbusiness #iwd

Featuring Abby Green, Jill Holtz Joan Mulvihill Lorna Sixsmith Joanne Sweeney-Burke Carol Tallon Pauline Sargent Sian Phillips Elaine Rogers VA Irish National Stud Joanne Dewberry Eleanor Goold Jenny Brennan Eleanor Silson The Tea Rooms at Duckett's Grove Fab Food Trails Jelly Bean Media

THE MORNING ROUTINES OF

17

SUCCESSFUL WOMEN

spiderworking.com

The Morning Routines Of 17 Successful Women

What is your morning routine? Are you an early bird or a night owl? Can the way you start your day have a knock on effect on your success?

SPIDERWORKING.COM | BY AMANDA WEBB

Get More Likes, Comments and Shares

Boost this post for €3 to reach up to 2,600 people.

5,823 people reached

Boost Post

Like

Comment

Share

8 Comments

23 Shares

27

5,823 People Reached

213 Reactions, Comments & Shares

126 Like	20 On Post	106 On Shares
17 Love	7 On Post	10 On Shares
47 Comments	17 On Post	30 On Shares
23 Shares	23 On Post	0 On Shares

455 Post Clicks

1 Photo Views	190 Link Clicks	264 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

The Reactions, comments and shares data is broken down into how many occurred on the page post and how many happened when it was shared.

Below this is the negative feedback that the post received.

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## *What's next?*

1

Choose which statistics you want to measure

2

Create a spreadsheet to use as a measurement chart

3

Choose which statistics you want to measure









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